



1969
Penneys
Spring &
Summer

AMERICANS ON THE GO
Your Satisfaction Is Our Goal—see page 442 J. C. Penney Company, Inc.



AMERICANS ON THE GO

A

A

A

B

C

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... set a fashion trend in muted-tweed raschel knits

A to C SEPARATES IN RASHEL KNIT by Philipsburg Knitting Mills. Nubby-textured rayon, cotton, Orlon® acrylic, nylon-cotton back. In tweedy beige. Dry clean. Average Misses: 6, 8, 10, 12, 14, 16. State size. Tall Misses: 10, 12, 14, 16, 18. State size.

[A] Jacket. Inseam pockets. Acetate taffeta lining. A 265-0588 B—Average. 2 lbs. 12 oz. 33.00
 A 265-0208 B—Tall. 2 lbs. 14 oz. 35.00
 [B] Pants. Heel to toe flare at bottom. Fully lined in acetate taffeta. Nylon side zipper. A 265-0612 B—Average. 1 lb. 14 oz. 16.00
 A 265-0224 B—Tall. 2 lbs. 1 oz. 17.00
 [C] A-Line Skirt. Seat lined in acetate taffeta. Nylon side zipper. A 265-0620 B—Average. 1 lb. 4 oz. 11.00
 A 265-0638 B—Tall. 1 lb. 6 oz. 12.00

D & E COAT AND DRESS IN RASHEL KNIT by Philipsburg Knitting Mills. Beautiful fabric texture and design that stands out anywhere. Intricate tweedy-check knit of rayon-and-acetate with cotton backing for shape retention. Lined in acetate taffeta. In pastel blue. Dry clean. Petite Misses: 4, 6, 8, 10, 12. State size. Average Misses: 8, 10, 12, 14, 16, 18. State size.

[D] Coat with slim, graceful lines. Small notched collar, two inseam pockets, and two attractive flap pockets at top. State number size above. A 263-0846 B—Petite. 2 lbs. 12 oz. 36.00
 A 263-0838 B—Average. 3 lbs. 36.00
 [E] Dress in a sleeveless skimmer design. Nylon back zipper. State number size above. A 263-0820 B—Petite. 1 lb. 10 oz. 14.00
 A 263-0804 B—Average. 1 lb. 12 oz. 14.00

F PANAMA STRAW HAT in natural color. Broad-brim styling reflecting romance of South America. Grosgrain ribbon trim. Fits heads 21½ to 22¼". Imported from Ecuador. Ribbon colors: 35 blue; 25 green; 52 natural. State color number-and-name. A 107-0747 C—Wt. 1 lb. 7.98

G TOTE HANDBAG WITH REMOVABLE SUNGLASSES. Attach sunglasses to side bar. Handbag of cotton canvas with white patent vinyl trim and straps. Inside pocket. Colors: 35 blue; 17 yellow; 52 beige. State color number-and-name. A 103-0303 C—Wt. 1 lb. 4.80

See How-To-Measure, page 454, 455.
 CHARGE IT—see page 479.

Glenbrooke

Here and on the next nine pages you'll find fashions bearing the Glenbrooke GOLD LABEL—Penneys mark of extra quality. It represents the very finest workmanship, beautiful fabrics, and the latest contemporary styling.



AMERICANS ON THE GO . . .

...do the town in fluid crepe



4 Penneys



F BANGLE-BRACELET WATCH by Sheffield. Large face has Roman-numeral dial. Gold-tone base-metal case and matching bracelet. Swiss movement. We pay postage. A 644-2214 A.....17.50

G WEDDING-BAND-STYLE EARRINGS—a classic accessory to complement any ensemble, day or evening. Gleaming gold-tone metal. Clip-on style. Wt. 2 oz. A 109-0414 A.....Pr. 3.00

...take the
costume route
for daytime chic

A CREPE SHIRT-SHIFT—in a blend of acetate-and-rayon bonded to acetate for shape retention. Pointed collar, silver-color buttons, slash pockets. Belted back. Hem: 2" or more. Dry clean. Colors: 07 coral; 17 yellow. State color number-and-name.

*Juniors: 7, 9, 11, 13, 15. State size. A 227-3936 D—1 lb. 14 oz.22.00
Misses: 10, 12, 14, 16, 18. State size. A 227-3928 D—1 lb. 14 oz.22.00

B TEXTURED-CREPE DUO is a perky pick-me-up for any spring wardrobe. In a blend of Arnel® triacetate and Fortrel® polyester. Jacket is fully cotton lined—prettied by gold-color buttons, twin mock-pocket flaps. Permanently pleated skirt has side zipper. Hem: 2" or more. Dry clean. Charge it—see page 479. State size below. Colors: 29 aqua; 01 pink. State color number-and-name.

Average Misses: 10, 12, 14, 16, 18. A 227-3803 D—1 lb. 12 oz.25.00
Tall Misses: 12, 14, 16, 18, 20. A 227-3811 D—1 lb. 12 oz.26.00

C CHECKED DRESS/JACKET ENSEMBLE steps out smartly in acrylic bonded to acetate for shape retention. Jacket is lined in acetate taffeta (except sleeves)—front is punctuated by ball buttons and bright piping. Sleeveless dress is perfect check-mate—has piping and row of black buttons on front. Long back zipper. Hem: 2" or more. Dry clean. In black/white. Charge it—see page 479. State size below.

Petite Misses: 8, 10, 12, 14, 16. A 227-3878 B—2 lbs. 3 oz.29.00
Average Misses: 10, 12, 14, 16, 18. A 227-3860 B—2 lbs. 3 oz.29.00
Tall Misses: 12, 14, 16, 18, 20. A 227-3886 B—2 lbs. 3 oz.30.00

D POMPON BERET in genuine leather, hand-crocheted rayon ribbon. Fits all head sizes. Colors: 78 white/black; 82 black. State color number-and-name. A 107-0762 C—Wt. 1 lb.6.98

E PERSONALIZED HANDBAG in patent vinyl. Gold-color monogram. (Select up to 3 initials.) Comes in white or black. State color, initials desired. (Use separate line on order blank for each initial.) A 103-0360 FH—We pay postage 6.00

Glenbrooke

The Glenbrooke GOLD LABEL
is Penneys mark of extra quality.

*Juniors proportionately shorter
than Misses size pictured.

CHARGE IT—see page 479.

See How-To-Measure on pages 454, 455.



AMERICANS
ON THE GO...



C

...set the pace with bold, vibrant patterns



6 Penneys

A PATRIOTIC PLAID SHEATH, belted and bowed, zips into spring. Crisp white collar snaps up red/white/blue woven plaid. Rayon-cotton-silk blend. Fully lined (except sleeves) in acetate taffeta. Rayon organza bow, plastic belt. Long nylon zipper at back. Dry clean. Charge it—see p. 479.

*Juniors: 7, 9, 11, 13, 15. State size.
A 227-3795 B—Wt. 2 lbs. 2 oz..... 23.00

Misses: 10, 12, 14, 16, 18. State size.
A 227-3787 B—Wt. 2 lbs. 2 oz..... 23.00

See How-To-Measure on pages 454, 455.

B WHITE-STITCHED DIAMOND DESIGN
sparks navy sheath. Versatile knit has
pretty funnel neckline, long cuffed sleeves.
Wear with or without self tie belt. In Dacron®
polyester double knit. Long nylon
zipper at back. Hand wash. Charge it—see
page 479.

Petite: 8, 10, 12, 14, 16. State size.
A 227-3910 B—Wt. 1 lb. 7 oz..... 23.00

Average: 10, 12, 14, 16, 18. State size.
A 227-3902 B—Wt. 1 lb. 7 oz..... 23.00

CHARGE IT—see page 479.

C GEARED FOR GOING
PLACES—snappy red, white,
and blue handbag is all strapped
up and ready to travell Great for
spring fashions. Roomy interior.
Hardware-trimmed patent vinyl.
Top zipper. Handy outside pockets
with twin locks. 13 \times 8 $\frac{1}{4}$ x 4 $\frac{1}{2}$ in.
A 103-0311 A—Wt. 1 lb..... 5.99

*Juniors proportionately shorter
than Misses size pictured.

Earrings on [B] sold on page 4.



...non-stop in the free-moving coatdress

A FABULOUS COATDRESS—so basic and so beautifull. Deeply notched collar, short sleeves, double buttoning, fine tailoring with touch of welt seaming, patch pockets—all define the spring perfectionist. Non-crush, polyurethane-foam-backed rayon bonded to acetate for shape retention. Dry clean.

Colors: 01 pink; 17 yellow; 37 navy blue. State color number and name when ordering.

*Junior sizes: 7, 9, 11, 13, 15. State size.

A 227-3779 D—Shipping weight 2 lbs. 2 oz. 20.00

Petite Misses: 8, 10, 12, 14, 16. State size.

A 227-3894 D—Shipping weight 2 lbs. 2 oz. 20.00

Average Misses: 10, 12, 14, 16, 18. State size.

A 227-3761 D—Shipping weight 2 lbs. 2 oz. 20.00

B TRANSPARENT SATCHEL in vinyl with patent vinyl handles and trim. Top zipper. 12x9x6 in.

Trim colors: 82 black; 78 white; 03 red; 37 navy blue. State color number-and-name.

A 103-0220 C—Shipping weight 1 lb. 5 oz. 5.99

C DAISY DESIGN IN COLOR on 8-in. short gloves. Double-woven nylon. Vent palm. Fits 6½ to 8. Hand wash.

Colors: 03 white/red; 17 white/yellow; 37 white/navy blue.

State color number-and-name.

A 105-0079 C—Shipping weight 2 oz. 2.50

Glenbrooke

The Glenbrooke GOLD LABEL
is Penneys mark
of extra quality

*Juniors proportionately shorter than Misses size pictured.
Scarf sold on page 14.
CHARGE IT—see page 479.



AMERICANS ON THE GO...



B

A

...take along
packable
Fortrel
polyester
double knits

A JACKET DRESS in a fabulous knit pattern of Fortrel® polyester. Front-buttoned jacket is collarless with bracelet-length sleeves. Graceful A-line dress shaping is achieved through panel formed by unpressed pleats. Sheer bow graces neckline below collar. Long nylon back zipper. Hem: 2" or more. Hand wash. In green/white. Charge it—see page 479. Hat sold on page 3. State size below when ordering.

Petite Misses: 8, 10, 12, 14, 16.
A 227-3738 B—2 lbs. 4 oz. 30.00

Average Misses: 10, 12, 14, 16, 18.
A 227-3720 B—2 lbs. 4 oz. 30.00

B HIDDEN POCKETS strike a rich fashion note for our short-sleeved knit. Fortrel® polyester. Design boasts stand-up collar, slightly gathered waistline circled in soft plastic. Inverted pockets at skirt seams. Hand wash. Charge it—see page 479. Hat sold on facing page. State size below.

Colors: 01 pink; 35 med. blue. State color number-and-name.

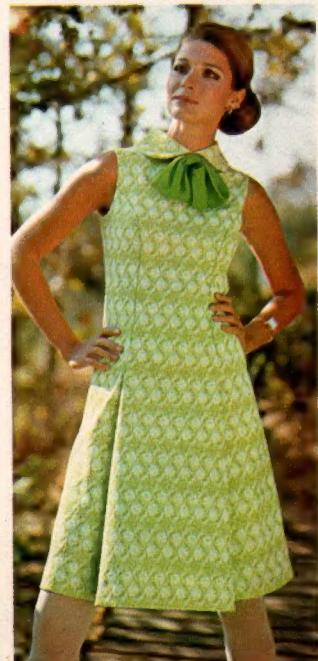
Average Misses: 10, 12, 14, 16, 18.
A 227-3746 D—1 lb. 9 oz. 20.00

Tall Misses: 12, 14, 16, 18, 20.
A 227-3753 D—1 lb. 9 oz. 21.00

Glenbrooke

*The Glenbrooke GOLD LABEL
is Penney's mark of extra quality*

See How-To-Measure on pages 454, 455.
CHARGE IT—see page 479.





A



C



B

...have a
feminine
fling in
SHEERS

A EMPIRE STYLING for our dainty scoop-necked fashion. Bodice in rayon chiffon and skirt in woven-stripe Dacron® polyester and cotton voile. Fully lined in acetate taffeta (except sleeves). High waist circled in rayon velvet. Long nylon zipper at back. Dry clean. In white/brown. Textured hose sold on pages 164, 165 and 170.

Junior sizes: 7, 9, 11, 13, 15. State size. A 227-3852 B—Wt. 1 lb. 4 oz. 18.00

Misses sizes: 10, 12, 14, 16, 18. State size. A 227-3845 B—Wt. 1 lb. 4 oz. 18.00

B SCHIFFLI EMBROIDERY enhances sleeves and gathered skirt of our Dacron® polyester and cotton voile style. Fully lined in cotton batiste (except sleeves). Sparkling buttons close bodice above bowed belt of rayon satin. Hand wash. Hem: 2" or more. In white. Charge it—see page 479.

Average Misses: 10, 12, 14, 16, 18. State size when ordering. A 227-3829 B—Wt. 1 lb. 20.00

Tall Misses: 12, 14, 16, 18, 20. State size. A 227-3837 B—Wt. 1 lb. 21.00

C SHEER BONNET in dainty rayon organza. Band and streamers in rayon velvet. Romantic toppling for spring and summer. Fits head sizes 21½ to 22½". Colors: 54 white/brown; 82 white/black; 25 white/green; 01 pink/burgundy. State color number-name. A 107-0796 C—1 lb. 4.98

AMERICANS ON THE GO



Striking dark-on-light

A BUSH-STYLE JACKET. Dacron® polyester, cotton oxford cloth. Long pointed collar, 4 patch pockets, 2-button sleeve cuffs. Self-fabric belt. Machine wash.

Sizes: 30, 32, 34, 36, 38. State size.

Colors: 37 navy blue; 54 brown. State color number-and-name.

A 252-0336 D—Shpg. wt. 8 oz. 7.97

B STAND-UP-COLLAR BLOUSE. Kodel® polyester and cotton voile. Self-fabric body lining—sleeves are sheer. Machine wash.

Blouse sizes: 30, 32, 34, 36, 38. State size.

Colors: 54 brown; 37 navy blue; 78 white.

State color number-and-name.

A 252-0377 D—Shpg. wt. 6 oz. 6.97

C & D BOLD WOVEN-PLAID STYLES in a blend of rayon, acetate, cotton, and flax. Both have french waistbands and back zippers. Hand wash.

Misses sizes: 6, 8, 10, 12, 14, 16. State size when ordering.

Colors: 37 navy blue plaid; 54 brown plaid. State color number-and-name.

[C] Flare-Leg Slacks. Approx. 26-in. flare for fashion's newest shape.

A 254-1209 D—Shpg. wt. 12 oz. 8.97

[D] Pantskirt. Matching vinyl belt.

A 253-0343 D—Shpg. wt. 10 oz. 7.97

See How-To-Measure on pages 454, 455.

WIG on figure [A] sold on p. 14



E T-STRAP SHOES have square-toe styling. Toe tip, instep strap, and heel are of olefinic shoe material. Grain-leather quarters. Tip and vamp have perforated detailing. Composition outsoles. B (med.) width. Shipping weight 1 lb. 2 oz.

Sizes: 5, 5½, 6, 6½, 7, 7½, 8, 8½,

9, 9½, 10. State size.

A 603-0761 B—Bone with blue

A 603-0779 B—Bone with brown

Pair 5.88

CHARGE IT—see page 479.

Glenbrooke

The Glenbrooke® GOLD LABEL
is Penneys mark
of extra quality.

AMERICANS ON THE GO...

...headed for new directions in color



Subtle tone-on-tone

A CABLE-STITCH CARDIGAN. 100% wool. Rosebud embroidery detail with crocheted buttons. Dry clean. Sweater sizes: 34, 36, 38, 40, 42. State size. Colors: 30 white/turquoise; 07 white/coral. State color number-and-name. A 251-0568 D—Shpg. wt. 8 oz..... 15.00

B RUFFLED-FLIP-TIE BLOUSE. Whipped Cream® Dacron® polyester crepe. Button front. Ruffled sleeve cuffs. Hand wash. Blouse sizes: 30, 32, 34, 36, 38. State size when ordering. Colors: 78 white; 07 coral; 30 turquoise. State color number-and-name. A 252-0302 D—Shpg. wt. 6 oz..... 7.97

C FASHION-COLLAR SHIRT. Dacron® polyester and cotton. Long sleeves and shirt-tail bottom. Machine wash. Blouse sizes: 30, 32, 34, 36, 38. State size when ordering. Colors: 30 turquoise; 07 coral; 78 white. State color number-and-name. A 252-0393 D—Shpg. wt. 6 oz..... 4.97

D SIDE-PLEATED SKIRT. Blend of rayon, cotton, and flax bonded to acetate tricot. Self-fabric tie belt. Stitched-down pleats. Back zipper. Dry clean. Sizes: 8, 10, 12, 14, 16, 18. State size. Colors: 07 coral; 30 turquoise. State color number-and-name. A 253-0418 D—Shpg. wt. 10 oz.... 8.97

E WRAP-STYLE SKIRT. Blend of rayon, cotton, and flax bonded to acetate tricot. 2 front mock pockets, self-fabric tie belt. Front gored seams. French waistband. Dry clean. Sizes: 8, 10, 12, 14, 16, 18. State size. Colors: 30 turquoise; 07 coral. State color number-and-name. A 253-0426 D—Shpg. wt. 10 oz.... 8.97

F POPULAR ENVELOPE-STYLE HAND-BAG. Of smooth-luster plastic. 9 x 9 in. Colors: 03 melon; 04 surf blue. State color number-and-name when ordering. A 602-4996 B—Shpg. wt. 1 lb..... 6.88

G BOW-TRIMMED PUMPS. Of olefinic shoe material, nylon tricot lined. Rounded square toe, 1½-in. heel. Seamless uppers. Composition outsoles. B (med.) width. Shpg. wt. 1 lb. 8 oz. Sizes: 5, 5½, 6, 6½, 7, 7½, 8, 8½, 9, 9½, 10. State size. A 602-3816 B—Surf-Blue Luster A 602-2024 B—Shiny White with red/white/blue bow A 602-1984 B—Melon Luster..... Pr. 8.88

AMERICANS ON THE GO...

...re-discover old-fashioned prettiness in the new leno weaves



Fortrel® polyester and Avril® rayon fashions our lovely leno-weaves—
light, open-work patterns creating a delicate, romantic look

A TOUCH OF LACE at stand-up collar and elasticized cuffs for our button-trimmed shift. Beautifully designed in leno-weave print. Fully lined in cotton (except sleeves). Long nylon zipper at back. Hem 2" or more. Hand wash. In white/pink. State size below.

*Junior sizes: 7, 9, 11, 13, 15.
A 227-3357 B—Wt. 1 lb. 4 oz. 12.95
Misses sizes: 10, 12, 14, 16, 18.
A 227-3365 B—Wt. 1 lb. 4 oz. 12.95

B BOUFFANT STYLING for the print skirt of our utterly feminine shirt-waist. Solid-color bodice with crochet edging at button closing, collar, and sleeve cuffs—lined in cotton (except sleeves). Hem: 2 in. or more. Hand wash. In white/yellow. State size below.

*Junior sizes: 7, 9, 11, 13, 15.
A 227-3332 B—Wt. 1 lb. 8 oz. 12.95
Misses sizes: 10, 12, 14, 16, 18.
A 227-3340 B—Wt. 1 lb. 8 oz. 12.95

C DOUBLE-BUTTONED COAT EFFECT for our ruffled charmer—there's a full button-front closing. Fully lined in cotton (except sleeves). Hem: 2 in. or more. Hand wash. In white with black trim. State size below.

A 227-3324 B—Petite Misses: 8, 10, 12, 14, 16. Wt. 1 lb. 8 oz. 13.95

A 227-3316 B—Average Misses: 10, 12, 14, 16, 18. Wt. 1 lb. 8 oz. 13.95

AMERICANS ARE ON THE GO! American travelers will
fly over 100 billion passenger miles on commercial
airlines in 1969—more than double the figure of 1959!

*Juniors proportionately shorter than Misses size pictured.

HAT on [A] sold on page 16. HAT on [C] sold on page 9.

See How-To-Measure on pages 454, 455.





...choose bonded
rayon-and-silk
for shape-holding power
'round the clock and
'round the calendar

A WHITE-TRIMMED SKIMMER as elegant as it is easy to wear. Bonded to acetate tricot to insure shape retention. Oversized bow dominates neckline. Long nylon zipper at back. Hem: 2 in. or more. Dry clean. Wt. 1 lb. 7 oz. State size below.

Colors: 25 green/white; 37 navy blue/white. State color number-and name.
*Juniors: 7, 9, 11, 13, 15.
A 227-3423 D..... 13.95
Misses: 10, 12, 14, 16, 18.
A 227-3415 D..... 13.95

B VESTEE SUIT in three parts. Double-buttoned vest—side-zippered trim skirt bonded to acetate tricot. White blouse in polyester-and-cotton has lace jabot, long sleeves lace-trimmed and elasticized at wrist. Back button closing. Skirt hem: 2 in. or more. Dry clean. In blue/white. Wt. 2 lbs. 2 oz. State size below.

Petite: 8, 10, 12, 14, 16.
A 227-3381 B..... 16.95
Average: 10, 12, 14, 16, 18.
A 227-3373 B..... 16.95

C COAT-STYLE DRESS as detailed as a finely tailored coat. Full button closing with stitched placket, short sleeves, four flaps to mock pockets—real pockets at seams. Bonded to acetate tricot. Hem: 2 in. or more. Dry clean. Wt. 1 lb. 14 oz. State size below.

Colors: 17 yellow; 37 navy blue. State color number-and name when ordering.
Average: 10, 12, 14, 16, 18.
A 227-3399 D..... 14.95
Tall: 12, 14, 16, 18, 20.
A 227-3407 D..... 15.95

WATCH sold on page 4. Shown on [C]—HANDBAG sold on page 71; SHOES sold on page 48.

**Juniors proportionately shorter than Misses size pictured.*

See How-To-Measure on pages 454, 455.

CHARGE IT—see page 479.

Penneys 13

AMERICANS ON THE GO

...travel easy in Penn-Prest fashions



Reltex "Icebound"—
a carefree Trevira
polyester, rayon blend
with Penn-Prest® finish. Just
machine wash, tumble dry—
never needs ironing!

In Proportioned Misses Sizes

Petite Misses: 5'3" or under

Average Misses: 5'4" to 5'7½"

Tall Misses: 5'8" to 6'

A BASIC AND BEAUTIFUL—our shift
looks equally pretty coming or
going. Tailored to perfection with figure-
flattering seaming, banded neckline,
full back button closing with half belt.
Hem: 2" or more.
Colors: 17 yellow; 04 cranberry; 35 med.
blue. State color number-and-name.

Petite: 8, 10, 12, 14, 16. State size.
A 227-3209 D—Wt. 1 lb. 10 oz. 9.95

Average: 10, 12, 14, 16, 18. State size.
A 227-3183 D—Wt. 1 lb. 10 oz. 9.95

Tall: 12, 14, 16, 18, 20. State size.
A 227-3191 D—Wt. 1 lb. 10 oz. 10.95

B PURE SILK SCARF—the elegant
accessory with a multitude of uses.
Tie back a hairdo—spark a neckline—
trail from a pocket—or tie to your
handbag. This is the year of the scarf!
Daisy print square is 22x22 inches.
Colors: 03 red/pink; 35 blue/navy; 17
yellow/gold. State color number-and-
name.

A 101-0131 C—Wt. 1 oz. 2.50

*BRACELET and EARRINGS sold on
page 18.*

WRISTWATCH sold on page 4.

C STRETCH WIG. Perm-curled mod-
acrylic fibre. State color: 02 dk. brown;
03 med. brown; 04 lt. brown; 05 ash
blonde; 06 honey blonde.

A 107-0689B—1 lb. 14 oz. 22.00





The very packable Dacron®
polyester double knits
with Penn-Prest® finish. Just
machine wash, tumble dry—
never need ironing!

Only 11.95 each

A EXOTIC INFLUENCE of the Far East
seen in the obi-style belting of our
lovely ottoman ribbed knit. Wide, banded
neckline—detailed and button sparked.
Contrasting white belt is drawn through
loops with matching detailing and same
gold-tone buttons. Long nylon zipper at
back. Hem: 2" or more. State size below.
Colors: 01 pink/white; 37 navy blue/
white. State color number-and-name.

*Junior sizes: 7, 9, 11, 13, 15.
A 227-3514 D—Wt. 1 lb. 4 oz. 11.95

Petite Misses: 8, 10, 12, 14, 16.
A 227-3506 D—Wt. 1 lb. 4 oz. 11.95

Average Misses: 10, 12, 14, 16, 18.
A 227-3498 D—Wt. 1 lb. 4 oz. 11.95

B PANEL SEAMING is artfully de-
signed to complement your figure
on our prettily patterned knit. Further
fashion styling in button-trimmed decorative
tabs—waist high. Long nylon
zipper at back. Hem: 2" or more.
State size below.
Colors: 29 aqua; 17 yellow. State color
number-and-name.

Petite Misses: 8, 10, 12, 14, 16.
A 227-3548 D—Wt. 1 lb. 4 oz. 11.95

Average Misses: 10, 12, 14, 16, 18.
A 227-3522 D—Wt. 1 lb. 4 oz. 11.95

Tall Misses: 12, 14, 16, 18, 20.
A 227-3530 D—Wt. 1 lb. 4 oz. 11.95

*Juniors proportionately shorter
than Misses size pictured.

BRACELET and EARRINGS sold on p. 18.

HANDBAG sold on page 5.

WRISTWATCH sold on page 4.

For WIGS and HAIRPIECES see p. 147.

For SHOES see pages 250, 251.

WIG on figure [A] sold on p. 14



AMERICANS ON THE GO

...gather compliments
in soft, pretty sheers

A WOVEN-PLAID VOILE SHIFT of Dacron® polyester and cotton is sheer prettiness. Roll collar, button-front tab trim—back zipper closing. Fully cotton lined (except sleeves). Hem: 2" or more. Hand wash. In brown/white plaid. State size below.

Petite Misses: 8, 10, 12, 14, 16.
A 227-3100 B—Wt. 1 lb. 2 oz. 13.95

Average Misses: 10, 12, 14, 16, 18.
A 227-3092 B—Wt. 1 lb. 2 oz. 13.95

Tall Misses: 12, 14, 16, 18, 20.
A 227-3118 B—Wt. 1 lb. 2 oz. 14.95

B VOILE TAKES TO PLEATS in Dacron® polyester and cotton. Pert pleating on front bodice and all around skirt. Plastic patent belt. Long nylon back zipper. Hem: 2" or more. Hand wash. State size below.
Colors: 54 brown; 24 mint green. State color number-and-name.

Petite Misses: 8, 10, 12, 14, 16.
A 227-3076 D—Wt. 1 lb. 4 oz. 13.95

Average Misses: 10, 12, 14, 16, 18.
A 227-3068 D—Wt. 1 lb. 4 oz. 13.95

Tall Misses: 12, 14, 16, 18, 20.
A 227-3084 D—Wt. 1 lb. 4 oz. 14.95

C COTTON LACE HAT is a face-flattering accessory. Shirred brim provides an extra feminine touch. Fits head sizes 21 $\frac{1}{4}$ to 22 $\frac{1}{4}$ ".
Colors: 78 white; 52 beige; 01 pink; 82 black. State color number-and-name when ordering.
A 107-0739 C—Wt. 1 lb. 3.98

Fig. [A]: SHOES sold on pp. 250, 251;
HANDBAG on p. 81. Fig. [B]: SHOES sold
on p. 64; WATCH on p. 4;
CHARGE IT—see page 479.



D SEERSUCKER VOILE GETS ALL RUFFLED in Dacron® polyester and cotton. Side-button front opening. Demure ruffles around neck, down front, and at wrists. Hem: 2" or more. Hand wash. In pink.

Petite Misses: 8, 10, 12, 14, 16. State size.
A 227-3134 B—Wt. 1 lb. 2 oz. 14.95

Average Misses: 10, 12, 14, 16, 18. State size.
A 227-3126 B—Wt. 1 lb. 2 oz. 14.95

E FLOCK-DOT PRINT PRETTIES SHIFT in Avril® rayon voile. Scallop motif at hem and wrists. Long nylon back zipper. Fully cotton lined (except sleeves). Hand wash. In a sunny yellow to brighten your spring-summer season.

*Junior sizes: 7, 9, 11, 13, 15. State size.
A 227-3159 B—Wt. 1 lb. 2 oz. 12.95

Misses sizes: 10, 12, 14, 16, 18. State size.
A 227-3142 B—Wt. 1 lb. 2 oz. 12.95

F DELICATE BATISTE WEAVE highlights shirt-waist of Dacron® polyester. Convertible collar, 5-button front. Grosgrain belt with bow. Bouffant skirt: hem 2" or more. Hand wash. Flocked floral print on white ground.

Average Misses: 10, 12, 14, 16, 18. State size.
A 227-3167 B—Wt. 1 lb. 6 oz. 10.95

Tall Misses: 12, 14, 16, 18, 20. State size.
A 227-3175 B—Wt. 1 lb. 6 oz. 11.95

*Juniors proportionately shorter than Misses size pictured.
Fig. [E]: SHOES sold on p. 48; Fig. [F]: SHOES sold on pp. 250, 251.
See How-To-Measure on pages 454, 455.





The fabric is Field Day...a beautiful blending of rayon-and-silk!

Here's the 2-ply fabric with something special! **HOLDS ITS SHAPE:** it's bonded to acetate. **BEAUTIFULLY TEXTURED:** has the look of linen. **CREASE-RESISTANT, CAREFREE:** hand wash! In Juniors, Petite Juniors, and Misses sizes.

A DAISY-DECORATED A-LINE with white panel for contrast. Removable pin incl. Long nylon back zipper. Colors: 35 med. blue; 25 med. green; 11 orange. State color number-and-name.

Juniors: 7, 9, 11, 13, 15. State size. A 222-0275 D—Wt. 1 lb. 8 oz.... 12.95

Petite Jrs.: 3, 5, 7, 9, 11. State size. A 222-0317 D—Wt. 1 lb. 8 oz.... 12.95

*Misses: 10, 12, 14, 16, 18. State size. A 222-0309 D—Wt. 1 lb. 8 oz.... 12.95

B PRINCESS STYLING with figure-flattering seaming. Buttons mock a front closing—has long nylon back zipper. Shoes sold on pp. 250, 251. Colors: 01 pink; 25 med. green; 35 med. blue. State color number-and-name.

Juniors: 7, 9, 11, 13, 15. State size. A 222-0234 D—Wt. 1 lb. 8 oz.... 12.95

Petite Jrs.: 3, 5, 7, 9, 11. State size. A 222-0267 D—Wt. 1 lb. 8 oz.... 12.95

*Misses: 10, 12, 14, 16, 18. State size. A 222-0259 D—Wt. 1 lb. 8 oz.... 12.95

*Misses proportionately longer than Junior size pictured.

See How-To-Measure on pages 454, 455. CHARGE IT—see page 479.

C BRACELET AND EARRINGS— enameled metal jewelry—white background with raised design in color. Hinged bracelet, matching wedging-band-style clip-back earrings. Colors: 25 med. green/white; 35 med. blue/white; 01 pink/white; 11 orange/white. State color number-and-name.

Bracelet. A 109-0331 C—Wt. 3 oz..... 5.00

Earrings. A 109-0323 C—Wt. 2 oz..... Pr. 3.00



Juniors and Misses Sizes

A GREAT FOR TRAVEL—wrinkle-shy double-knit acetate jersey— prettily patterned and styled. Long sleeves, graceful seaming, and flared skirtline. Long nylon zipper at back. Hand wash. Falls and wigs sold on page 147. State size below.

Colors: 17 yellow; 30 turquoise. State color number-and-name.

Junior sizes: 7, 9, 11, 13, 15.

*Misses sizes: 10, 12, 14, 16, 18.

A 222-0366 D—Wt. 1 lb. 9.95

A 222-0374 D—Wt. 1 lb. 9.95

B DOTTED VOILE of Fortrel® polyester and cotton in a current fashion hit. Highlights: wide patent plastic belt, wider cuffs, full skirt. Fully lined in cotton (except sleeves). Long nylon back zipper. Hand wash. In brown with white dots. State size below.

Junior sizes: 7, 9, 11, 13, 15.

*Misses sizes: 10, 12, 14, 16, 18.

A 222-0382 B—Wt. 1 lb. 8 oz. 12.95

A 222-0390 B—Wt. 1 lb. 8 oz. 12.95

C PANEL EFFECT with double buttons strikes a high fashion note on our yoked A-line. Added interest in tabs that mock pockets. Windowpane checks in 2-ply rayon-and-acetate with the rich look of linen. Long nylon zipper at back. Hand wash. In ivory/brown. Bracelet sold on page 20. State size below.

Junior sizes: 7, 9, 11, 13, 15.

*Misses sizes: 10, 12, 14, 16, 18.

A 222-0408 B—Wt. 1 lb. 8 oz. 11.95

A 222-0424 B—Wt. 1 lb. 8 oz. 11.95

*Misses proportionately longer than Junior size pictured.

Penneys 19



Textured double knit
travels well—
in Penn-Prest
Dacron® polyester
Juniors, Petite Juniors,
and Misses Sizes

PENN-PREST

*MEANS YOU NEVER IRON
when tumble dried* *

A PENN-PREST® COATDRESS goes everywhere. Rare combination here of beautiful texture, fine tailoring, and easy care. Full button closing. Hem: 2" or more. Machine wash, tumble dry—no ironing needed! Colors: 09 melon; 29 aqua; 20 lime green. State color number-and-name.

Junior sizes: 7, 9, 11, 13, 15. State size.
A 222-0440 D—Wt. 1 lb. 8 oz. 11.95

Petite Junior sizes: 3, 5, 7, 9, 11. State size.
A 222-0556 D—Wt. 1 lb. 8 oz. 11.95

*Misses sizes: 10, 12, 14, 16, 18. State size.
A 222-0515 D—Wt. 1 lb. 8 oz. 11.95

*Read more on page 463.

Sunny Styles on facing page
In Junior and Misses Sizes

B BACK INTEREST created with button-sparked belt and inverted back pleat. Yoked shift has coat styling. Above the button opening—contrasting bow of rayon organza. In a great fabric—Avisco® rayon and silk with the texture of linen. Hem: 2" or more. Hand wash. Colors: 17 yellow; 80 gray. State color number-and-name when ordering.

Junior sizes: 7, 9, 11, 13, 15. State size.
A 222-3139 D—Wt. 2 lbs. 11.95

*Misses sizes: 10, 12, 14, 16, 18. State size.
A 222-3261 D—Wt. 2 lbs. 11.95

C BANDS OF COLOR in horizontal stripes shape a smart A-liner. Wide bands sewn together in tri-color or bi-color combinations. In Avisco® rayon and silk—the fabric with the texture of linen. Cowl collar. Low pockets. Long back zipper. Hem: 2" or more. Hand wash. Colors: 35 blue/green/yellow; 78 white/brown. State color number-and-name.

Junior sizes: 7, 9, 11, 13, 15. State size.
A 222-3147 D—Wt. 1 lb. 12 oz. 9.95

Petite Junior sizes: 3, 5, 7, 9, 11. State size.
A 222-3345 D—Wt. 1 lb. 12 oz. 9.95

*Misses sizes: 10, 12, 14, 16, 18. State size.
A 222-3295 D—Wt. 1 lb. 12 oz. 9.95

D TWILL WEAVE in yellow Fortrel® polyester and cotton shapes a beautifully tailored suit. Jacket with oversized collar and lapels has gold-tone button closing. Seamed to flatter, flap-trimmed, A-line skirt is side zippered. Hem: 2" or more. Hand wash. Navy shell sold page 104.

Junior sizes: 7, 9, 11, 13, 15. State size.
A 222-2651 B—Wt. 2 lbs. 3 oz. 9.95

*Misses sizes: 10, 12, 14, 16, 18. State size.
A 222-3238 B—Wt. 2 lbs. 3 oz. 9.95

E CONTOURED BRACELET in metal with enameled color. Gracefully shaped with dome styling, hinge closing. In colors to coordinate with all your warm-weather fashions. Colors: 09 melon; 35 med. blue; 84 gold-tone; 78 white. State color number-and-name.
A 109-0349 C—Wt. 2 oz. 3.00

**Misses proportionately longer
than Junior size pictured.

PANTYHOSE sold on pages 164, 165.

Handbag sold on page 7.

See How-To-Measure on pages 454, 455.

CHARGE IT—see page 479.



Penneys 21

Total fashion
for spring...
ENSEMBLES

Juniors, Petite Juniors and
Misses Sizes



A

Also in
Lt. Red



A CAPE AND DRESS for a great ensemble in Arnel® triacetate and cotton denim. White-trimmed cape has stand-up collar, button-and-chain closing. Matching sleeveless A-line dress has white bodice with stand-up collar and low-slung skirt. Long nylon back zipper. Hems: 2" or more. Hand wash. State size below.

Colors: 20 lime green/white; 03 lt. red/white. State color number-and-name.

Junior sizes: 7, 9, 11, 13, 15.

A 222-0010 D—Shpg. wt. 2 lbs. 15.95

Petite Junior sizes: 3, 5, 7, 9, 11.

A 222-0044 D—Shpg. wt. 2 lbs. 15.95

*Misses sizes: 10, 12, 14, 16, 18.

A 222-0036 D—Shpg. wt. 2 lbs. 15.95

B COAT AND DRESS coordinate beautifully. In Field Day, a 2-ply fabric blended of rayon-and-silk with the rich look of linen. Coat: large collar, open front with self tie close, fully lined in acetate (except sleeves). Dress: sleeveless, cowl collar, seamed for flattery, long nylon zipper at back. Hems: 2" or more. Dry clean. State size below. Shipping weight 2 lbs.

Colors: 17 yellow; 37 navy blue. State color number-and-name.

A 222-0051 D—Junior sizes: 7, 9, 11, 13, 15. 17.95

A 222-0143 D—Petite Junior sizes: 3, 5, 7, 9, 11. 17.95

A 222-0127 D—*Misses sizes: 10, 12, 14, 16, 18. 17.95

*Misses proportionately longer
than Junior size pictured.
GLOVES sold on page 146.
CHARGE IT—see page 479.

Navy Blue and White

Juniors
& Misses



A WRAP-AROUND EFFECT on steps in style. Tucked Dacron® polyester and cotton voile for the ultimate in femininity. Generously collared in white cotton organdy. Fitted waistband with self bow. Closes with 1 snap, 2 hooks and eyes. Hem: 2" or more. Hand wash. In navy blue/white.

Juniors: 7, 9, 11, 13, 15. State size.
A 222-0184 B—Wt. 1 lb. 8 oz....13.95

*Misses: 10, 12, 14, 16, 18. State size.
A 222-0192 B—Wt. 1 lb. 8 oz....13.95

B CONTRAST-BANDED PLAID in a happy blend of rayon, cotton, acetate, and Orlon® acrylic. Bias yoke. Dirndl style waist with contrast belt. Long nylon back zipper. Hem: 2" or more. Hand wash. Colors graphed in navy blue and red on white background.

Juniors: 7, 9, 11, 13, 15. State size.
A 222-0218 B—Wt. 1 lb. 8 oz....11.95

*Misses: 10, 12, 14, 16, 18. State size.
A 222-0226 B—Wt. 1 lb. 8 oz....11.95

*Misses proportionately longer than Junior size pictured.

See How-To-Measure on pages 454, 455.

C CONTRAST BELT effects the obi-look on our attractive A-line style. Fashioned of Fortrel® polyester and cotton twill. Button-trimmed stand-up collar. Long nylon zipper at back. Hem: 2" or more. Hand wash. In white with navy blue belt, a favorite color combination for spring.

Juniors: 7, 9, 11, 13, 15. State size.
A 222-0150 B—Wt. 1 lb. 8 oz....10.95

*Misses: 10, 12, 14, 16, 18. State size.
A 222-0168 B—Wt. 1 lb. 8 oz....10.95

D "CIRCLE IV" by Sheffield. A fashion accessory to brighten and match your favorite costumes. Gold-tone metal watch with 4-color enamel top case. Four interchangeable patent plastic straps (1½-in.-wide) in matching colors: white; red; black; blue. Eye-catching four-numeral dial. Reliable Swiss movement. Packaged in an attractive, deluxe gift box. We pay postage. Charge it—see page 479.

A 644-1943 A.....20.00

BERET sold on p. 82; HANDBAG on p. 6.

CHARGE IT—see page 479.

Penneys fashions
for that special
occasion



A



B



B

A THE BRIDE—a vision of loveliness in her beautiful gown. An A-shaped cage of delicate acetate-and-nylon lace covers a fitted underdress styled in lustrous acetate satin. An acetate satin bow dramatizes the bodice; neckline is slightly scooped. Long sleeves come to graceful points. Train flows from shoulders. Scalloped border adds finishing touch. Back zipper. Dry clean. In white. Charge it—see page 479.

Junior/Misses sizes: 5/6, 7/8, 9/10, 11/12, 13/14, 15/16, 18, 20. State size.

A 226-2491 B—Wt. 1 lb. 13 oz. 57.95

FULL-LENGTH PETTICOAT slimly designed in acetate taffeta. Hemline edged with acetate-and-nylon lace. Back kick pleat. Elastic waist. Hand wash. White. Sizes: Small, Medium, Large. State size.

A 226-2806 B—Wt. 15 oz. 4.95

3-TIER BRIDAL VEIL in nylon lace with elbow-length bouffant styling. Pillbox adorned with simulated pearls and stones. White. Charge it—see page 479. A 107-0291 A—Wt. 15 oz. 21.98

B THE BRIDESMAID—a gracious attendant in an A-shaped full length gown fashioned of rayon chiffon. Fully lined with rayon. Acetate satin highlights the dress at the wedding-band collar and smart button-trimmed front. Highly styled acetate satin back panel is topped with bow of same fabric. Nylon back zipper. Dry clean. Charge it—see page 479. For dyed-to-match headpieces, see below and also page 26.

Junior/Misses sizes: 5/6, 7/8, 9/10, 11/12, 13/14, 15/16. State size when ordering.

Colors: 17 yellow, 29 aqua. State color number-and-name when ordering.

A 226-2509 D—Wt. 1 lb. 11 oz. 25.95

Same as above, but in short length.

A 226-2517 D—Wt. 1 lb. 3 oz. 23.95

BRIDESMAID HEADPIECE is circular nylon veil over nylon satin bow. Delicate and lovely. Matches bridesmaid dress on this page and on page 26.

Colors: 17 yellow; 29 aqua; 21 nile green; 01 pink. State color number-and-name.

A 107-0309 C—Wt. 1 lb. 3.98

C SCALLOPED LACE of rayon-acetate-nylon fashions elegant two-piece outfit. Fully lined in acetate taffeta. Jacket softly trimmed with acetate satin at notch collar and buttons. Short scalloped sleeves. Elasticized waist with nylon side zipper. Hem: 2" or more. Dry clean. Charge it—see p. 479. Colors: 24 mint green; 01 pink. State color number-and-name when ordering.

Misses sizes: 12, 14, 16, 18, 20. State size.

A 226-2525 D—Wt. 1 lb. 8 oz. 19.95

Half Sizes*: 14½, 16½, 18½, 20½, 22½, 24½. State size. A 226-2533 D—Wt. 1 lb. 8 oz. 19.95

D DESIGNER-LOOK COLLAR tops elegant skimmer of rayon-and-acetate with the look of raw silk. Glitter-sparked bow underscores collar. Seaming creates yoke, princess-line front. Nylon back zipper. Hem: 2" or more. Dry clean.

State color number-and-name: 30 turquoise; 01 pink. Average Misses: 10, 12, 14, 16, 18, 20. State size.

A 226-2558 D—Wt. 1 lb. 7 oz. 15.95

Tall Misses: 12, 14, 16, 18, 20. State size.

A 226-2541 D—Wt. 1 lb. 7 oz. 16.95

E PRETTY SLEEVES AND YOKE of re-embroidered lace in cotton, rayon, nylon, and acetate highlight our slim charmer. Body of dress fashioned of acetate-and-rayon crepe bonded to acetate. Acetate satin bow and streamers grace neckline at back. Long nylon back zipper. Hem: 2" or more. Dry clean. Colors: 01 pink; 35 blue. State color number-and-name.

Misses sizes: 12, 14, 16, 18, 20. State size.

A 226-2566 D—Wt. 1 lb. 8 oz. 15.95

Half Sizes*: 14½, 16½, 18½, 20½, 22½. State size.

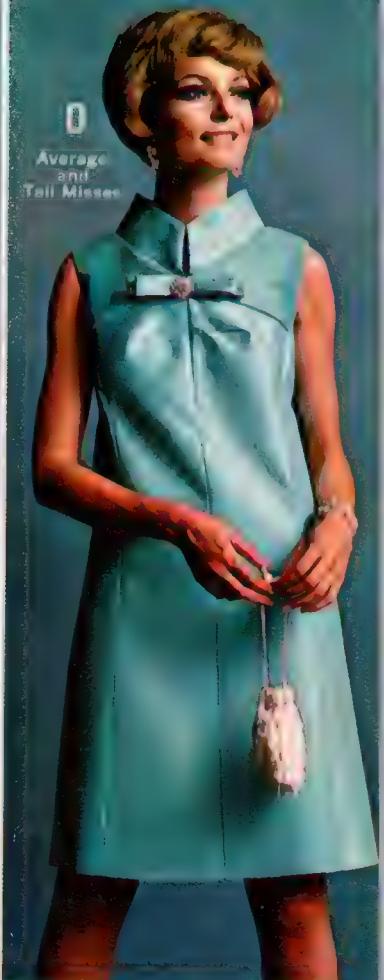
A 226-2574 D—Wt. 1 lb. 8 oz. 16.95

Figure [C]: Petal hat sold on page 31.

See How-To-Measure on pages 454, 455.

CHARGE IT—see page 479.

*Half Sizes proportionately longer than Misses size pictured





A DRESS AND COAT for lovely evenings. Coat in acetate-nylon lace with matching crepe collar, sleeve cuffs. Button closing. Empire-style dress in acetate-and-rayon crepe bonded to acetate tricot. Scoop neck. Long nylon back zipper. Hem: 2" or more. Dry clean. Charge it—see page 479.

Colors: 17 yellow; 82 black. State color number-and-name when ordering.

*Junior sizes: 7, 9, 11, 13, 15. State size.

A 226-2632 D—Wt. 1 lb. 5 oz. 19.95

Misses sizes: 10, 12, 14, 16, 18. State size.

A 226-2624 D—Wt. 1 lb. 5 oz. 19.95

B JACKET DRESS sparked with glittering buttons, square neckline. In rayon-and-acetate with the look of raw silk. Dress has collar, nylon back zipper. Hem: 2" or more. Dry clean. State size below. Colors: 24 frost green; 01 carnation pink. State color number-and-name.

Misses sizes: 12, 14, 16, 18, 20.

A 226-2608 D—1 lb. 8 oz. 19.95

**Half Sizes: 14½, 16½, 18½, 20½, 22½.

A 226-2616 D—1 lb. 8 oz. 20.95

HAT on [B] sold on page 31.

SHOES on [C] sold on page 28.

HAIRPIECES and WIGS sold on page 147.

*Juniors proportionately shorter than Misses size pictured.

**Half Sizes proportionately longer than Misses size pictured.



C CUT-OUT NECKLINE with sparkling-button trim for our elegant skimmer. Acetate-and-rayon crepe bonded to acetate tricot. Sheer sleeves in rayon chiffon. Long nylon zipper at back. Hem: 2" or more. Dry clean. State size below.

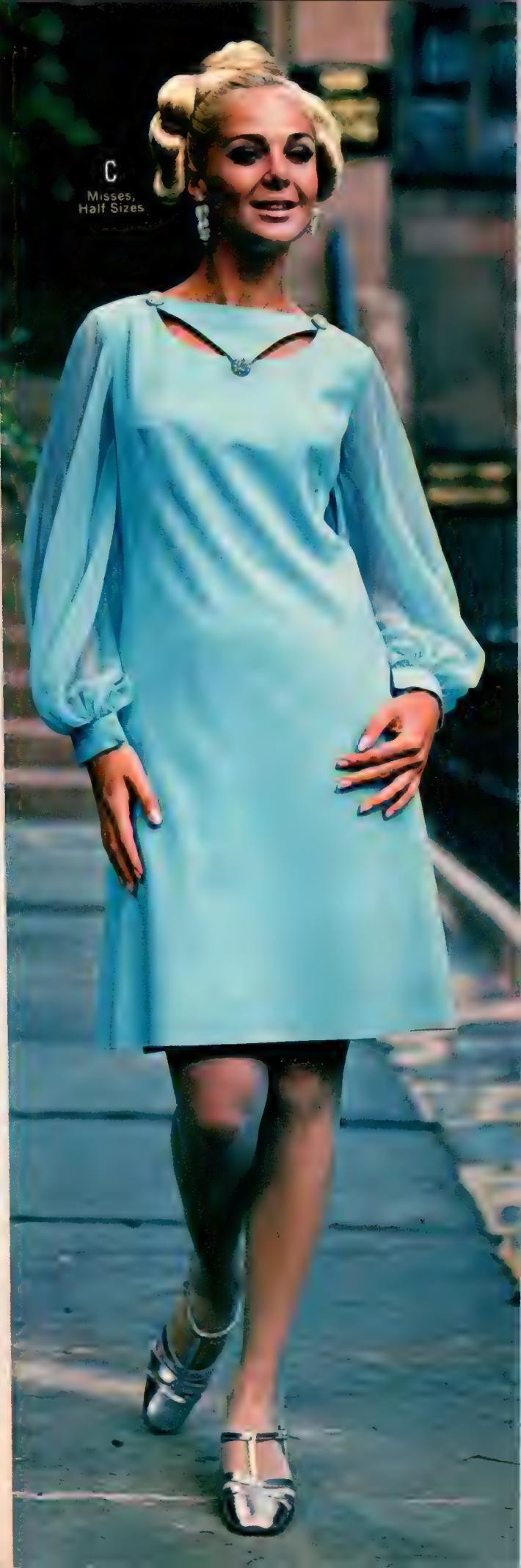
Colors: 35 blue; 82 black. State color number-and-name.

Misses sizes: 12, 14, 16, 18, 20.

A 226-2475 D—1 lb. 2 oz. 14.95

**Half Sizes: 14½, 16½, 18½, 20½, 22½.

A 226-2483 D—1 lb. 2 oz. 15.95



To be remembered...

The Regal Bride

D POISED AND BEAUTIFUL in her Empire-style gown with A-line skirt and elegant detachable train. Gown is designed in nylon organza—lined in acetate taffeta (except sleeves). Delicate lace of acetate-and-nylon is scallop edged and sequin trimmed. Long back zipper. Dry clean. In white. Charge it—see page 479. Junior/Misses sizes: 5/6, 7/8, 9/10, 11/12, 13/14, 15/16, 18, 20. State size. A 226-2582 B—1 lb. 7 oz. 42.95

FULL-LENGTH PETTICOAT with A-line styling designed for wedding gown above. Of nylon with viscose rayon-and-polyester lining—trimmed with acetate-and-nylon lace edging. Elastic waist. Hand wash. In white. Sizes: Small, Medium, Large. State size when ordering.

A 226-1881 B—Wt. 15 oz. 7.95

TWO-TIER BRIDAL VEIL in bouffant elbow-length styling. Designed in filmy nylon tulle. Forward crown of petals and lace with simulated pearls. In white.

A 107-1562 A—Wt. 1 lb. 17.98

The Lovely Bridesmaid

E ATTENDING THE BRIDE—the bridesmaid in a gracious gown with Empire styling. Fashioned of rayon chiffon lined in acetate taffeta. Bodice and detachable bow-trimmed train are in acetate-and-nylon lace. Acetate satin trims the high waist. Back has squared neckline, long nylon zipper, and walking slit. Dry clean. Charge it—see page 479. Junior/Misses sizes: 5/6, 7/8, 9/10, 11/12, 13/14, 15/16. State size. Colors: 21 nile green; 17 maize yellow; 01 pink. State color number-and-name. A 226-2590 D—Wt. 1 lb. 5 oz. 23.95

BRIDESMAID HEADPIECE formed of a forward cluster of daisies and simulated pearls, sheer bow. Over all—a circular nylon veil. Headpiece coordinates with bridesmaids gowns on this page and on page 24. Fits all head sizes.

Colors: 21 nile green; 17 maize yellow; 01 pink; 29 aqua. State color number-and-name when ordering.

A 107-0531 C—Wt. 1 lb. 4.98

SHOES on [E] sold on page 28.

See How-To-Measure on pages 454, 455.

CHARGE IT—see page 479.



A

Junior/
Misses,
Petite
Juniors



B

Junior/Misses



C

Junior/Misses



The grace and elegance of the Long Formal

A ROMANTIC RUCHING beautifully highlights gown of sheer nylon over acetate taffeta. Acetate satin band and bow. Back zipper. Dry clean. Colors: 17 white/maize yellow; 24 white/mint green. State color number-and-name when ordering.

Junior/Misses sizes: 5/6, 7/8, 9/10, 11/12, 13/14, 15/16. State size. A 226-2822 D—Wt. 1 lb. 2 oz.... 25.95

Petite Juniors: 3, 5, 7, 9, 11. State size. A 226-2814 D—Wt. 1 lb. 2 oz.... 25.95

B NYLON LACE BODICE tops high-waisted gown. Skirt of rayon chiffon has back walking slit. Acetate taffeta lining. Lustrous acetate satin waist trim ends in long streamers and bow for back drama. Back zipper. Dry clean. Junior/Misses sizes: 5/6, 7/8, 9/10, 11/12, 13/14, 15/16. State size. Colors: 01 pink; 17 maize yellow. State color number-and-name. A 226-2830 D—Wt. 1 lb. 1 oz.... 21.95

C MISTY COTTON LACE flares over acetate taffeta. Rayon velvet bow at waist accents color. Nylon net petticoat. Back zipper. Dry clean.

Junior/Misses sizes: 5/6, 7/8, 9/10, 11/12, 13/14, 15/16. State size. Colors: 29 white/aqua; 01 white/pink. State color number-and-name. A 226-2889 D—Wt. 1 lb. 11 oz.... 24.95

D WRAPPED IN RUFFLES from neckline to hem. That's how you'll look in this gown of sheer nylon over acetate taffeta. Lustrous acetate satin bow and band. Wrap-front effect. Back zipper closing. Dry clean.

Junior/Misses sizes: 5/6, 7/8, 9/10, 11/12, 13/14, 15/16. State size.

Colors: 35 med. blue; 01 pink. State color number-and-name. A 226-2863 D—Wt. 1 lb. 6 oz.... 24.95

Same as above, but in short length. A 226-2871 D—Wt. 1 lb. 1 oz.... 21.95

E LOVELY EVENING ENSEMBLE—high-waisted coat and A-line gown of embossed acetate taffeta. Both lined in acetate taffeta. Coat has sparkling-button closing, flap trim, and inverted back pleat. Dress with square back, Empire-style bodice, back zipper. Dry clean. Charge it—see page 479.

Junior/Misses sizes: 5/6, 7/8, 9/10, 11/12, 13/14, 15/16. State size.

Colors: 24 mint green; 78 white. State color number-and-name. A 226-2848 D—Wt. 2 lbs. 2 oz.... 26.95

Same as above, but in short length. A 226-2855 D—Wt. 1 lb. 10 oz.... 22.95

F T-STRAP SANDAL has grained leather uppers, leather lining. Composition outsole. Tapered squared toe, adjustable instep strap, 1 1/2-in. covered heel. B (med.) width. Wt. 1 lb. 2 oz. Sizes: 5, 5 1/2, 6, 6 1/2, 7, 7 1/2, 8, 8 1/2, 9, 9 1/2, 10. State size.

A 602-4913 B—Gold-color

A 602-4954 B—Silver-color.... Pr. 8.88

Evening bag sold on page 67.

Gloves sold on page 146.

See How-To-Measure on pages 454, 455.

CHARGE IT—see page 479.





A

Average
and
Tall Misses



B

Juniors,
Misses

Create an
after-five sensation

A DELICATE, SHEER ACCENT highlights A-line style. Acetate-and-rayon crepe bonded to acetate. Below stand-up collar, the dotted nylon net yoke flows into sheer sleeves. Long nylon zipper at back. Hem: 2 in. or more. Dry clean. State size below. Colors: 82 black; 78 white. State color number-and-name.

Average Misses: 10, 12, 14, 16, 18.
A 226-2723 D—Wt. 1 lb. 1 oz. 14.95

Tall Misses: 12, 14, 16, 18, 20.
A 226-2731 D—Wt. 1 lb. 1 oz. 15.95

B GLITTERING LOOPS enhance our evening fashion whose elegance is matched by its simplicity. Acetate-and-rayon crepe lined in rayon. Bowed sash circles slightly gathered skirt with side fold. Long nylon zipper at back. Hem: 2" or more. Dry clean. Colors: 82 black; 78 white. State color number-and-name.

*Juniors: 7, 9, 11, 13, 15. State size.
A 226-2756 D—Wt. 1 lb. 5 oz. 17.95
Misses: 10, 12, 14, 16, 18. State size.
A 226-2749 D—Wt. 1 lb. 5 oz. 17.95

*Juniors proportionately shorter than
Misses size pictured.

ACCESSORIES:

Fig. [A]—Hat sold on facing page;
Earrings sold on page 33;
Evening Handbag sold on page 67.

Fig. [B]—Shoes sold on page 28.

See How-To-Measure on pages 454, 455.



C PRINT-PRETTIED FASHION with multi-hued panel. Slim design in double-knit acetate. Graceful scarf-tie neckline. Nylon back zipper. Hem: 2" or more. Dry clean. In white. Charge it—see page 479.

Misses: 10, 12, 14, 16, 18. State size. A 226-2152 B—Wt. 1 lb. 5 oz. 19.95
Half Sizes (proportionately longer than Misses size pictured): 14½, 16½, 18½, 20½, 22½. State size. A 226-2160 B—Wt. 1 lb. 5 oz. 19.95

D LONG TORSO STYLING for shape-flattering fashion. Acetate, nylon, and rayon creates dainty lace over an acetate taffeta lining. Flower-and-bow top gathered skirt scalloped at hemline. Long nylon zipper at back. Dry clean. Colors: 78 white/pink; 52 beige/brown. State color number-and-name.

Juniors (proportionately shorter than Misses size pictured): 5, 7, 9, 11, 13, 15. State size. A 226-2772 D—Wt. 1 lb. 16.95
Misses: 8, 10, 12, 14, 16. State size. A 226-2764 D—Wt. 1 lb. 16.95

E GLAMOROUS A-LINE with evening sparkle—glittery chain-and-buttons on tab trim. Fashioned of textured rayon-and-acetate. Skirt lined in rayon. bodice in acetate taffeta. Cowl collar, high waist. Long zipper at back. Hem: 2" or more. Dry clean. Colors: 17 yellow; 35 med. blue. State color number-and-name.

Juniors: 7, 9, 11, 13, 15. State size. A 226-2798 D—Wt. 1 lb. 5 oz. 17.95
Misses (proportionately longer than Junior size pictured): 8, 10, 12, 14, 16. State size when ordering. A 226-2780 D—Wt. 1 lb. 5 oz. 17.95

F ALLURING PETAL HAT that will coordinate with many of our special-occasion dresses (see pages 24 and 26). Lovely feather wisps and rayon satin petals—over nylon veil. In a variety of colors. Fits all head sizes. Colors: 78 white; 24 mint green; 01 pink; 29 aqua; 22 frost green; 82 black. State color number-and-name. A 107-0374 C—Wt. 1 lb. 4.98

Fig. [C]: SHOES sold on page 251.

Fig. [D]: Evening Handbag
sold on page 67.

Fig. [E]: SHOES sold on page 28.

C
Misses,
Half Sizes



E
Juniors,
Misses
Also in
Med. Blue



D
Juniors,
Misses
Also in
Beige/Brown



See How-To-Measure
on pages 454, 455.

CHARGE IT—see page 479.

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